

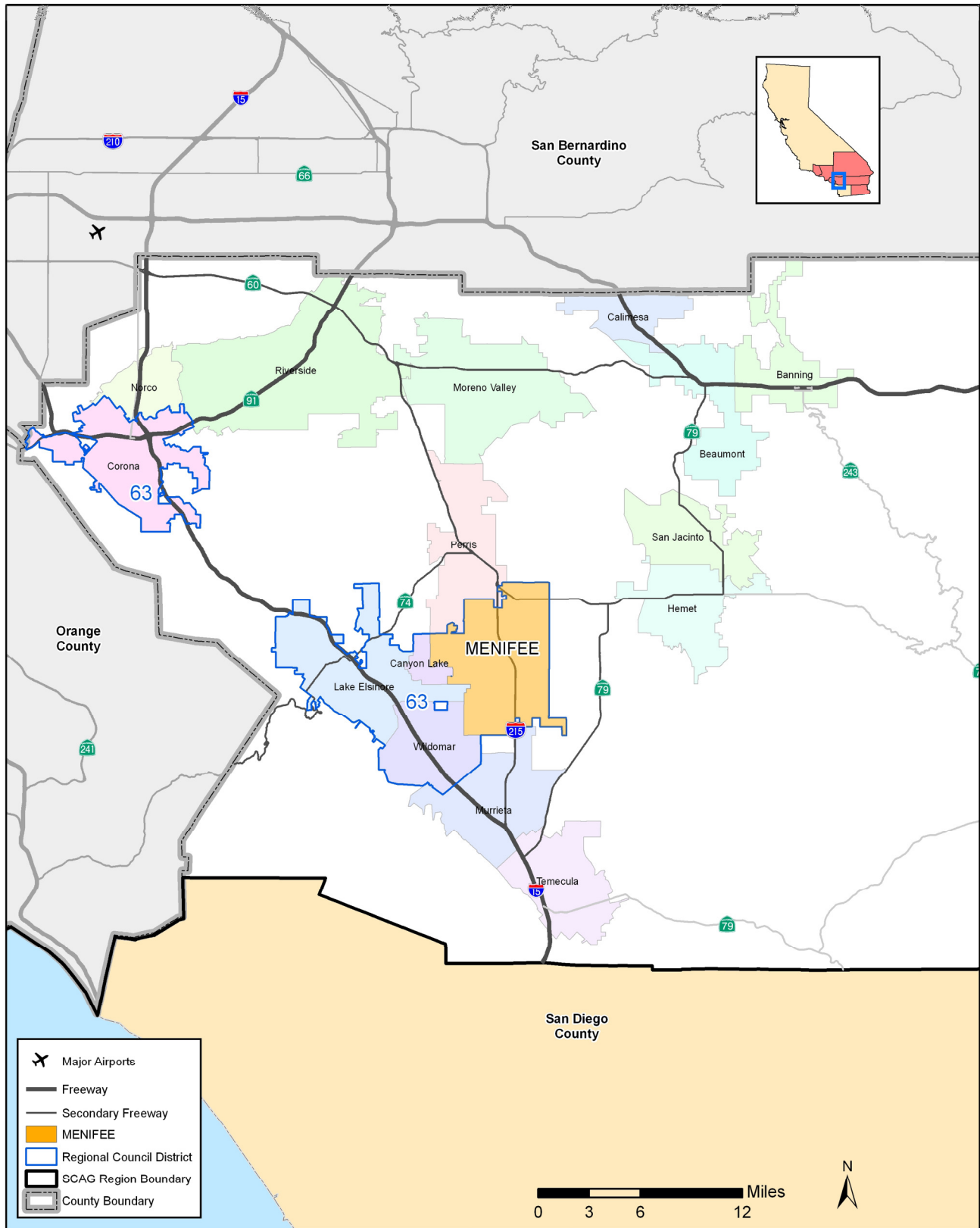
Profile of the City of Menifee

Southern California Association of Governments' (SCAG) Regional Council includes 67 districts which represent 190 cities in the SCAG region.

SCAG Regional Council District 63 includes Canyon Lake, Corona, Lake Elsinore, Menifee, and Wildomar
Represented by: Hon. Darcy Kuenzi



This profile report was prepared by the Southern California Association of Governments and shared with the City of Menifee. SCAG provides local governments with services including planning data and information; technical assistance such as GIS training; and planning assistance such as growth visioning and analyses of infill developments and their fiscal impacts.



**Southern California Association of Governments
Regional Council Roster**

May 2011

Members

Representing

Hon. Larry McCallon, Highland, President	District 7
Hon. Pam O'Connor, Santa Monica, 1st Vice President	District 41
Hon. Glen Becerra, Simi Valley, 2nd Vice President	District 46
Hon. Jack Terrazas	Imperial County
Hon. Mike Antonovich	Los Angeles County
Hon. Mark Ridley-Thomas	Los Angeles County
Hon. Shawn Nelson	Orange County
Hon. John J. Benoit	Riverside County
Hon. Gary Ovitt	San Bernardino County
Hon. Linda Parks	Ventura County
Hon. Don Hansen, Huntington Beach	OCTA
Hon. Mary Craton, Canyon Lake	RCTC
Hon. Brad Mitzelfelt, San Bernardino County	SANBAG
Hon. Keith Millhouse, Moorpark	VCTC
Hon. Cheryl Viegas-Walker, El Centro	District 1
Hon. Greg Pettis, Cathedral City	District 2
Hon. Jim Hyatt, Calimesa	District 3
Hon. Ron Loveridge, Riverside	District 4
Hon. Ron Roberts, Temecula	District 5
Hon. Jon Harrison, Redlands	District 6
Hon. Deborah Robertson, Rialto	District 8
Hon. Paul Eaton, Montclair	District 9
Hon. Glenn Duncan, Chino	District 10
Hon. Bill Jahn, Big Bear Lake	District 11
Hon. Paul Glaab, Laguna Niguel	District 12
Hon. Joel Lautenschleger, Laguna Hills	District 13
Hon. Sukhee Kang, Irvine	District 14
Hon. Leslie Daigle, Newport Beach	District 15
Hon. Michele Martinez, Santa Ana	District 16
Hon. John Nielsen, Tustin	District 17
Hon. Leroy Mills, Cypress	District 18
Hon. Kris Murray, Anaheim	District 19
Hon. Andy Quach, Westminster	District 20
Hon. Sharon Quirk-Silva, Fullerton	District 21
Hon. Brett Murdock, Brea	District 22
Hon. Bruce Barrows, Cerritos	District 23
Hon. Gene Daniels, Paramount	District 24
Hon. David Gafin, Downey	District 25
Hon. Barbara Calhoun, Compton	District 26
Hon. Frank Gurule, Cudahy	District 27

Hon. Judy Dunlap, Inglewood	District 28
Hon. Steven Neal, Long Beach	District 29
Hon. James Johnson, Long Beach	District 30
Hon. Stan Carroll, La Habra Heights	District 31
Hon. Margaret Clark, Rosemead	District 32
Hon. Keith Hanks, Azusa	District 33
Hon. Barbara Messina, Alhambra	District 34
Hon. Margaret Finlay, Duarte	District 35
Hon. Donald Voss, La Cañada-Flintridge	District 36
Hon. Carol Herrera, Diamond Bar	District 37
Hon. Paula Lantz, Pomona	District 38
Hon. Susan Rhilinger, Torrance	District 39
Hon. Judy Mitchell, Rolling Hills Estates	District 40
Hon. Frank Quintero, Glendale	District 42
Hon. Steven Hofbauer, Palmdale	District 43
Vacant	District 44
Hon. Bryan MacDonald, Oxnard	District 45
Hon. Carl Morehouse, San Buenaventura	District 47
Hon. Ed Reyes, Los Angeles	District 48
Hon. Paul Krekorian, Los Angeles	District 49
Hon. Dennis Zine, Los Angeles	District 50
Hon. Tom LaBonge, Los Angeles	District 51
Hon. Paul Koretz, Los Angeles	District 52
Hon. Tony Cardenas, Los Angeles	District 53
Hon. Richard Alarcon, Los Angeles	District 54
Hon. Bernard Parks, Los Angeles	District 55
Hon. Jan Perry, Los Angeles	District 56
Hon. Herb Wesson, Jr., Los Angeles	District 57
Hon. Bill Rosendahl, Los Angeles	District 58
Hon. Mitchell Englander, Los Angeles	District 59
Hon. Eric Garcetti, Los Angeles	District 60
Hon. Jose Huizar, Los Angeles	District 61
Hon. Janice Hahn, Los Angeles	District 62
Hon. Darcy Kuenzi, Menifee	District 63
Hon. Matthew Harper, Huntington Beach	District 64
Hon. Ginger Coleman, Apple Valley	District 65
Hon. Lupe Ramos-Watson, Indio	District 66
Hon. Marsha McLean, Santa Clarita	District 67
Hon. Mark Calac, Pechanga Band of Luiseno Indians	Tribal Government
Hon. Lisa Bartlett, Dana Point	TCA
Mr. Randall Lewis (Ex-Officio)	Lewis Operating Group
Hon. Antonio Villaraigosa, Los Angeles	At-Large

STATISTICAL SUMMARY – CITY OF MENIFEE

<i>Category</i>	<i>Menifee</i>	<i>Riverside County</i>	<i>Menifee relative to Riverside County*</i>	<i>SCAG Region</i>
2010 Population	77,519	2,189,641	[3.5%]	18,051,534
2010 Median Age (Years)	N/A	32.3	-32.3	33.8
2010 Hispanic	33%	45.5%	-12.5%	45.3%
2010 Non-Hispanic White	54.2%	39.7%	14.5%	33.4%
2010 Non-Hispanic Asian	4.6%	5.8%	-1.2%	12%
2010 Non-Hispanic Black	4.7%	6%	-1.3%	6.5%
2010 Non-Hispanic American Indian	0.4%	0.5%	-0.1%	0.3%
2010 Non-Hispanic All Other	3.1%	2.6%	0.5%	2.6%
2010 Number of Households	27,461	686,260	[4%]	5,847,909
2010 Number of Housing Units	30,269	800,707	[3.8%]	6,332,089
2010 Homeownership Rate	N/A	68.3%	0%	55.5%
2010 Average Household Size	2.5	3.1	-0.6	3.1
2010 Median Household Income (\$)	N/A	58,464	-58,464	59,155
2010 Residential Units with Permits Issued	399	4,436	[9%]	17,632
2010 Units with Permits Issued per 1,000 Residents	5.1	2	3.1	0.9
2010 Median Existing Home Sales Price (\$)	215,000	200,000	15,000	291,000
2009 - 2010 Median Home Sales Price Change	N/A	5.8%	-5.8%	5.4%
2010 Drove Alone to Work	N/A	79.1%	-79.1%	77.6%
2010 Mean Travel Time to Work (minutes)	N/A	34	-34	31.9
2010 Number of Jobs	7,885	586,234	[1.3%]	7,224,670
2009 - 2010 Total Jobs Change	-219	-14,016	[1.6%]	-97,962
2009 Average Salary per Job (\$)	37,503	36,728	775	48,249
2009 Retail Sales (\$ thousands)	299,505	16,057,488	[1.9%]	150,424,389
2009 Retail Sales per Person (\$ thousands)	4.4	7.6	-3.2	8.1
2008 K-12 Public School Student Enrollment	12,660	415,977	[3%]	3,161,356

Sources: U.S. Census Bureau; Nielsen Co.; California Department of Finance; MDA DataQuick; and SCAG

* Numbers with [] represent Menifee's share of Riverside County. The other numbers represent the difference between Menifee and Riverside County.

Methodology

Due to the fact that the City of Menifee was only recently incorporated (October 1, 2008), a full set of historical data are not available. Therefore only the Statistical Summary Table is being provided.

The values in Jurisdiction Relative to County/Region are the differences between the jurisdiction's value and the county/region value, except for the following categories which represent the jurisdiction's value as a share of the county (or in the case of an entire county as a share of the region). These categories include Population, Number of Households, Number of Housing Units, Residential Units with Permits Issued, Number of Jobs, Total Jobs Change, Retail Sales, and K-12 Student Enrollment.

Median Age, Homeownership Rate, and Median Household Income are based on Nielsen Company data. Number of Housing Units is based on the 2010 Census. Data for all other categories are referenced throughout the report.